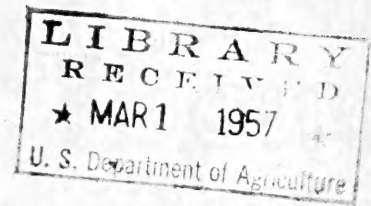


62  
WINROCK GRASS FARM  
Petit Jean Mountain  
Morrilton, Arkansas



( CONFIDENTIAL )  
1957 DISTRIBUTOR-WHOLESALE PRICE LIST  
WINROCK ZOYSIA GRASSES

MEYER Z-52 AND EMERALD BARE ROOT SPRIGS  
ONE STANDARD BAG TO PLANT 300 SQUARE FEET

\* PER BAG-----\$5.00 LIST-----LESS 55%-----NET \$2.25 SHIPPED PRE-PAID

Winrock bare root grasses purchased for stock and stored in a refrigerator for thirty (30) days and not sold, may be returned direct to Winrock Grass Farm, Morrilton, Arkansas for replacement if the package has been unopened and returned prepaid by the purchaser before the thirty day period expires. All sales are final with no credit or cash refunds allowed. If Refrigeration is not available, we will drop ship prepaid direct to your dealer on receipt of your purchase order.

MEYER Z-52 AND EMERALD PACKAGE PLUGS

2 inch pre-cut Plugs packed 24 to the carton, 4 cartons to the shipping case f.o.b., Morrilton, Arkansas - Weight Approximately 35 LBS. .

PER CASE-----4/24 PLUGS-----\$3.70 NET F.O.B. MORRILTON,ARK.

Packaged Plugs are not replaceable. All sales are final with no credit or cash refunds allowed May be drop-shipped direct to the dealer.

JUMBO BAGS

\* Where a sale of Winrock Zoysia bare root sprigs is made by the dealer to one consumer to plant an area requiring 10 bags or more, such shipment will be packed in a large jumbo bag containing the equivalent of 10 standard bags and will carry an extra discount of 10% on the dealers cost price.

TERMS

Where credit is established, purchaser agrees to transmit any balance due to Winrock Grass Farm on or before the 15th of each month for all deliveries made during the preceding month. All prices subject to change without notice.

LIABILITY & TITLE

Title to all merchandise passes to purchaser upon delivery by Winrock Grass Farm to the common carrier for shipment, and purchaser is liable for the payment of any taxes against said merchandise while purchaser holds title hereto.



WINROCK GRASS FARM  
Petit Jean Mountain  
Morrilton, Arkansas

Confidential Wholesale  
Price List (Cont'd)

#### GUARANTEE

All Winrock Zoysia Grasses that fail to grow will be replaced free of charge on written request from the dealer or consumer, where planting instructions have been reasonably followed. All sales are final and in no event will cash refunds be allowed.

#### ADVERTISING

An advertising campaign will be conducted in the territory starting off the Season with an ad in a newspaper having the best circulation in the trade territory. During the Season, Follow-up- co-operative ads will appear in numerous daily and weekly newspapers over the territory. We also have available a Portable Pictorial display booth for use in store promotions, Flower and Home shows, Demonstrations, etc.

#### DEALER CO-OPERATIVE ADVERTISING

On request, we will provide your dealer with a Dealer Co-operative Advertising Contract that reimburses the dealer for one half of his cost of advertising Winrock Zoysia Grasses during the calendar year 1957.

#### FREE DEALER SALES AIDS

We make available to your dealers point of sale displays which consists of a Dummy display bag of Bare Root Sprigs, display Blocks of Growing Zoysia Sod, Ad Mats, Store Posters, and advertising Booklet for the Consumer.

#### SALESMEN INCENTIVE PRIZES

A \$129.95 14" Admiral Portable Television set will be awarded free to the Distributor Salesman in our over - all Territory who sells the greatest number of units of Winrock Zoysia Grasses during the 1957 Season.

